

RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

8899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

May 19, 1998

RJR Account #332400
Mr. F. Kowalski
KEYCO DISTRIBUTING

JULY: WINSTON \$1.00 OFF 2-PACKS / TEAR TAPE PROMOTION #800750

Dear Frank:

WINSTON .50¢ OFF/PACK SPECIAL OFFER TEAR TAPE 'OFF-INVOICE' PRODUCT has been ordered (see quantities listed below), as well as 30 SKUs of preassembled Counter Displays (Item #542810) to pack the above promotion for your participating retail accounts. (*Note: This is not 'pre-sleeved' product.*) All additional pertinent promotional information is listed below:

#/ (6M) Cases

<u>Promoted Product</u>	<u>Brand Styles</u>	<u>UPC Code</u>
1	Winston Box	12300-25379
2	Winston Light Box	12300-25380
1	Winston Ultra Lt Box	12300-25381

Product / Premium Arrival: June 29, 1998

Ship Date to Retail: Week of: July 13, 1998

Displays (Item #542810)

SKU CUBE: **1.6113**

SKU WT (w/o Product): **3.2200 lbs**

Retail Sales Offer per Sku: **20 units**

Billing per Sku: **4 Cartons**

EFT \$ Amount: **\$1,065.80**

PARTNERS 'BONUS' REPORTING DESCRIPTION

WIN_JUL_1/2_PKS

51845 9445

-2-

\$1.00 Off 2-Pack Tear Tape
KEYCO DISTRIBUTING

Promotion Description:

Utilize 40-Pack Shipper Display. Place 2 packs into each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units:

1 Carton: *Winston Box*

2 Cartons: *Winston Light Box*

1 Carton: *Winston Ultra Lt Box*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

Refer to enclosed 'Wholesaler Packing Instructions' for Display Load

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you \$14.00 per promoted 6M case for all displays packed and shipped to retail on a timely basis. This equates to \$56.00 (4 (6M) case(s) @ \$14.00). Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell

Promotional Coordinator / 1610

/jc

cc: J. McLean

L. E. MacWilliams

Encl: Retail Customer List

Wholesaler Packing Instructions

Winston Flyer

Note to RJR Manager:

Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

Source: <https://www.industrydocuments.ucsf.edu/docs/ygmy0000>

WORKPLAN VAP TEMPLATE LISTING

5NS5B2

TIME: 04:19 PM
KEYCODE DISTRIBUTORS, INC. (DIRECT)
332400 80700 WIN JUL SI/2-NO
TEMPERATURE : 800750 80700 WIN JUL SI/2-NO

SALES LEADS

TIME: 04:19 PM : 000750 80700 WIN JUL SI/2-NO
WHOLESALEER : 332400 KEYCO DISTRIBUTORS, INC. (DIRECT)
TEMPILATE : 800750 80700 WIN JUL SI/2-NO

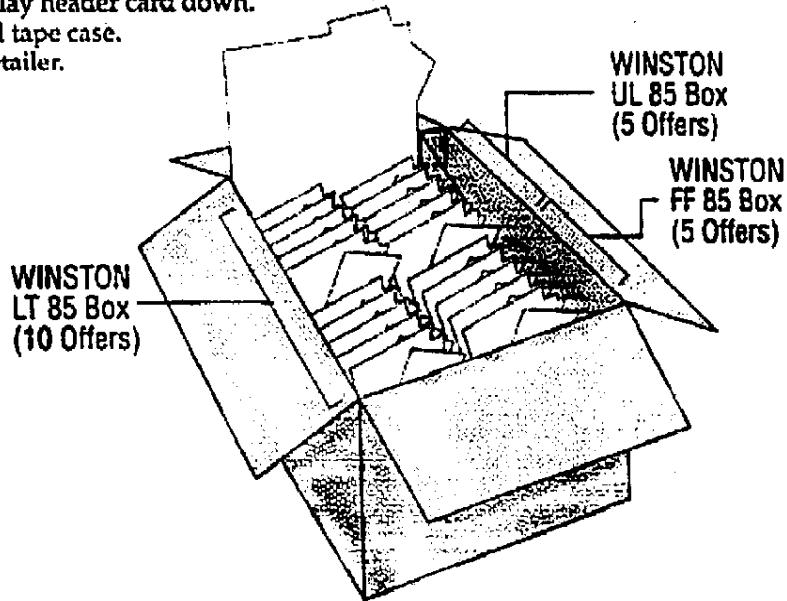
DATE: 98-05-19

WORKPLAN VAP TEMPLATE LISTING PAGE: 1 OF 5552

Source: <https://www.industrydocuments.ucsf.edu/docs/ygmy0000>

WHOLESALER PACKING INSTRUCTIONS**VALUE ADDED PROMOTION****3RD QTR.'98****July Winston \$1 OFF 2 Packs****(Winston Buy 2 Packs Get \$1 Off)****STEPS**

1. Open WINSTON \$1 OFF 2 PACKS shipping case. Inside will be 20 pre-assembled sleeves ready for loading. (10 sleeves will be marked WINSTON LT 85 Box, 5 sleeves will be marked WINSTON UL 85 Box, 5 sleeves will be marked WINSTON FF 85 box.) DO NOT REMOVE SLEEVES FROM KIT.
2. Place 2 Packs of the appropriate WINSTON style 50¢ off tear tape product into each style specific sleeve.
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 542810

MSA Promotion Reporting Description: W I N _ J U L _ S 1 / 2 _ P K S

Brand Style	Box	LT Box	UL LT Box			
Number of Cartons	1	2	1			

51845 9448

4
5/11/98

\$1.00 off with 2-pack purchase.

Lose the additives.

Save a
buck

when you buy 2 packs.



No additives.
Save a buck
when you buy 2 packs.

- Here's a summer promotion to heat up your sales.
- Proven traffic builder - smokers save a buck with 2-pack purchase.
- Eye-catching packaging highlights full flavor, lights and ultra-light styles.
- Fully integrated support materials include counter display and poster.